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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, AUGUST 30, 1893.

No. 9.

Good Judgment

is requisite for a successful advertiser. It holds his nerve in check, tempers boldness with sagacity, sizes up the scheme and marks with prudence the lines of safety. Moreover, it looks well to the article advertised and the prospective demand therefor, as well as to the manner and method. Good judgment also grasps at once both the field and the opportunity, the direction and detail, provides for delays and open switches, has an eye on pay-day, and leads direct to

Good Advertising

Newspaper advertising, like Kentucky whisky, is all good, but some is better. An aggressive newspaper of high standing, which has age and the confidence of its readers, backed up with capital and energy, and which leads all others in circulation in a populous and progressive country, gives to an advertisement the stamp of public approval of the article advertised.

The **San Francisco Examiner** is such a newspaper. If all advertising is good, that in **The Examiner** is surely the "some" which is better. It is even more, for beyond the crest of the Rockies, as a newspaper **The Examiner** ranks the comparative and comes to the front as **the best** in all that garden of God's country—California.

This is the good advertising which waits on good judgment and which brings

Good Results.

W. J. RITCHIE, Eastern Agent,
186 and 187 World Building, New York.

Open-air People

The strength of business is in the country. The farm, the cottage, the small town house contribute the bulk of purchasing money.

The city paper reaches city people—folks who don't read advertisements.

The country paper reaches the people who read everything — news, stories, funnigraphs, advertisements — and the 1400 papers of the Atlantic Coast Lists reach people of the richest territory in the world—the Atlantic Coast.

One order, one electrotype does the business.

ATLANTIC COAST LISTS, 134 Leonard St., N. Y.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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INDIVIDUALITY AND VARIETY IN ADVERTISING.

By W. H. Eastman.

Some advertising critics make a great deal of individuality in one's advertisements. The accumulative effect of advertising is dwelt upon, and the importance of making the announcements of a given advertiser in such a way as to impress the reader that it is the same person talking from week to week is made emphatic.

Others contend that the public tires of sameness, and that variety is essential to catch and hold the public eye.

Which is right?

Both. Individuality and variety are not inconsistent. To illustrate: A man's place of business may stand for his advertising. It is one form of an advertisement. He gives it an individuality by building a substantial block, securing a permanent location, and enabling his customers to know where to find him. If of a different style of architecture, finish or color from any other building on the street, its individuality is the more striking, and the more valuable from a business point of view. The merchant could not do so good a business—aside from the expense of moving—were he to change his location from store to store every few weeks throughout the year.

But an empty store, however imposing, would be an insufficient advertisement. So the merchant recognizes the importance of tastefully arranging his goods, as his shelves and windows will attest. Nor can he long attract customers with the same display, but finds it necessary to make constant changes.

From his common practice in business he should gain a hint as to his newspaper advertising. His store may well stand for the style of his ads, his window display for the subject matter. For the former, individuality is of

prime importance, variety for the latter.

Individuality of style, with variety of matter, may be preserved in a number of ways. One may be called the mechanical way, including shapes, sizes and positions of advertisement. The use of special faces of type and particular borders, of some trade-mark, cut or catch-phrase, may all be included in the same class. The Pearline ads afford a notable example of this method. The outline cut in the corner, the characteristic catch-line, the large, plain type, and the cautionary "Beware" at the bottom, stamp them all with a personality of their own, while the subject matter at the outset is in almost endless variety. The Pearline ads, as a whole, are better than any one of them of itself. Their chief merit is neither their individuality nor their variety, but the happy combination of the two.

But the matter itself may have an individuality by the way in which it is put. Longfellow, Saxe and Poe each left unmistakable traces of the authorship of their poems, and the advertisement writer may, in a measure, preserve a unity of style in perfect harmony with all needed variety.

One advertiser individualizes his daily announcements by heading them with a local weather forecast for the next twenty-four hours, and vies with the government predictions for their correctness. Another example is furnished by the merchant who brings out a new announcement each day, and in a foot-note tells the readers what to look for next, as: "To-morrow I shall have something to say about gloves."

But I do not need to multiply examples, as the object of this article is to emphasize the importance of attaining, rather than to point out the means of securing, a union of the two elements of which it treats.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, August 9, 1893.

I said something last week on the substitution question. Since then there has been decided a case of some importance bearing upon and illustrating the question of defending a trade name and mark. This was an action by the Carter Medicine Company against an old-established chemist named Knight, at Bath, in the west of England, and it was tried in London before Mr. Justice Romer, on Saturday of last week, August 5th. This was not a trademark case. There was no question of infringement of design, nor anything else, but a clear issue of substitution. The story of the case is briefly this: An old lady at Bath, who had been in the habit of taking Carter's Little Liver Pills, sent her son, an undergraduate at one of the universities, for a tube of this remedy. Their regular chemist's was closed, so the youth therefore walked into Knight's shop, where Mr. Knight had been in business thirty-two years or more, and asked for a box of Carter's Little Liver Pills. Something was put into his hand, which he paid for and took away; but on reaching home it was found not to be right, and the young man, who told his story in court in a manly, straightforward way that impressed every one, repaired again to the defendant's shop and pointed out the error. Mr. Knight, who transacted the whole business in person, as it happens, made this remarkable reply: "They *are* Carter's Little Liver Pills. I buy them in bulk from the makers to save stamps. Yes, they are quite genuine and what you asked for." But the mother was not satisfied, and she presented herself and insisted on having her money back. The proprietors of the pills brought an action against the chemist, on hearing the circumstances, and the above details came out at the trial. The defense was that Knight had not sold the pills as Carter's, but as Little Liver Pills simply. The defendant was put in the witness box and cross-examined with great skill, and to so much effect that he had eventually to admit that the name "Carter" *was* mentioned in the course of the altercation. After his brief but distinctly unpleasant sojourn in the "box," Mr. Knight's counsel did not care to address the court, and the judge, remarking that the testimony

of the mother and son was conclusive, and that he could not believe the defendant's evidence, granted a perpetual injunction, with costs, restraining Knight and his servants, apprentices and assistants from selling or offering for sale, as the goods of the plaintiff, pills not of their manufacture, forever.

* * * * *

I have called this case important because it illustrates what has been previously pointed out here—the far-reaching power of the procedure at equity, or by injunction. It was not competent in this to haggle or argue over trademarks. Moreover, this case decides a point very difficult for a proprietor to get over. If I own a patent article, or one protected by my trademark, and, on being asked for it, a tradesman gives something else, and declares boldly, by way of accounting for the proper package being *minus*, that "he buys the goods in bulk," how is he to be reached? It is difficult for a non-technical purchaser to always see the difference in the goods, and he may not impossibly believe the false statement. By this procedure a heavy penalty, in the shape of costs and trouble, is inflicted on the dishonest retailer as soon as the facts get to the knowledge of the proprietor; and now that it has been clearly demonstrated that the "bulk" pretense can be detected and punished, it is believed that the class of counterfeitors who hide behind this description of plea will begin to see the peril of it. The moral is—to look sharp after such matters, and to take care that the importance of demanding the proper package is insisted on. These cases would not come to the knowledge of the proprietors, did they not carefully exhibit "the genuine package" in their advertising. This should be a cardinal point in proprietary-article announcements.

* * * * *

Among the adventitious emoluments of the journalistic profession should certainly be included the over-plus paid for "want" advertisements by the public. If you take a short ad into the office of a daily paper, the clerks will estimate its extent, and collect from you the price for inserting it—so many lines at so much. They take care not to under-estimate the space that the article will want; sometimes they over-estimate it, and then the ad-

vertiser pays for more space than he uses. Probably it does not occur to one man in a hundred of those who have "wants" inserted to count the lines and see if he has paid too much. If he did, and showed the receipt in the office, he could have any overcharge returned to him—at least, that is the rule in every newspaper office that I know anything of. But it is a rule that is practically never applied, except to advertising agents. Most advertising agents insert "wants" for clients and the public. They have to pay in advance, with the great dailies, just like any one else, and in most cases they do not get any commission. But they mostly call up once a month and collect the over-plus; and though it is not a very remunerative business for an advertising agent to insert want advertisements for any one that likes to bring them in, there have generally been enough of these odd lines in the course of a month to pay for turning over the money.

But although a newspaper thus sometimes gets a little extra pay, which it may properly include in its income tax return if it wants to, one must not overlook the fact that in numerous cases a newspaper also gives away advertising space free—though mostly by the fault of its servants. If a condition in the order (I am speaking now, as it will be of course understood, of general advertising, not "wants") is overlooked, a position missed, or one of two or three other things muddled, there will have to be an allowance off the bill. I know of a perfectly well-known advertiser in England—I will not mention his name because the circumstance does not appear to me creditable—who used to print on all order forms as a condition, "No competing advertisement to appear in the same issue."

This, of course, had frequently to be struck out, because papers would not accept such a condition; but I am perfectly convinced that the true object of the "dodge" was to be overlooked, and thus furnish an excuse for claiming free insertions. Many newspapers, as I happen to know, have overlooked this egregious "condition" to their cost, because this advertiser, who used considerable space himself, was always ready to climb down and hide behind the smallest two-line para-

graph of publicity belonging to any one else in the same trade, when payment day came. Neither did he deem it necessary to call attention to these oversights when they occurred. This is, no doubt, very "smart" advertising, but I do not think it has paid in the long run to be abhorred by the press of the country, as this man is, and certain recent circumstances have confirmed this view.

* * * * *

On the other hand, advertisements for insertion "e. o. d." "e. o. w." or once, twice or three times in a week or a month, as the case may be, are often, if small and running without change of copy, inserted a good deal more often than the order calls for, or the invoice shows. This is, of course, for the convenience of the foreman, and is in no sense due to any sharp practice on the part of the advertiser. But there is one very curious circumstance about this. I have often talked of it with leading advertisers, but I never heard one of them say that he thought these extra insertions, or "plums" as they are often called, did him any good. This is presumably on the same principle that makes people undervalue anything that they get for nothing, like a free newspaper and so on. Yet, if the advertisement is serviceable at one time, it is presumably so at others. Why should it be vitiated by the purely irrelevant circumstance that it isn't paid for?

* * * * *

The only possible explanation (outside of the more obvious and feasible one that it is all fancy, and that extra insertions do benefit the advertiser) is that the number of times, and the exact occasions on which the advertisement can be inserted with advantage, have been determined and taken advantage of, so that additional appearances are of no use. But this is clearly not adequate.

* * * * *

There are some forms of advertising that would be positively injured by additional insertions, however. For example, I should say that Mr. Fulford's Pink Pill miracles would be the worse for being repeated. They are set and inserted as reading matter; to repeat them would show them at a glance to be advertisements. He never uses the same copy twice in the same journal.

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

For Shade-Rollers.

RAISING A WIND- OW-SHADE IS AN EASY THING,

providing you have the right kind of a roller. There are many kinds of rollers, but as competition and improved machinery have made good rollers so cheap, it pays to get the best while you are about it. We carry the best rollers, and guarantee they will give you satisfaction and keep you good-natured, as far as an easy window-shade can.

W. F. TOWER,

No. 5 N. 6th St., Vineland, N. J.

For Dry Goods—(By Emil Grossman).

6 CAR TICKETS FOR 25c.

A great many people say that our six tickets for 25c. are shop-worn, etc. It makes us laugh—ha-ha-ha. The fact is we pay 5c. apiece for them, but we sell them to you 6 for 25c., to show you how much we appreciate your trade, see?

For Shoes.

THE SOLE SUPPORT

of many men and women in this city is the PHIT-EESI SHOE. It supports not only their soles but their whole body in comfortable ease.

NOTHING HANDSOMER

to look at in the way of foot-gear—every detail finished in a superior manner. So far as appearance goes, it has no equal.

BUT THE MAIN POINT

is the adaptability of the shoe to your foot. It has a "glove" fit about it. Touches everywhere—pinches nowhere. So every wearer says.

As to the Price,

we maintain that they are the cheapest shoes ever made. For men they are \$5 a pair, but they will be wearing when a second pair of ordinary \$4 shoes are worn out.

JAMES LAST & SONS.

For a Sporting Goods House—(By F. Donohue).

WHY WASTE SHOT?

Come and buy one of our Boomerang Guns and

GO SHOOT YOURSELF.

Money is scarce, so be wise and invest what little you have where returns are best. The Boomerang is an income per se. However, if you prefer the old style,

COME AND GET SHOT.

We are ready to fill orders for any quantity. Also carry full line rifles, air-guns, etc., etc.

PACKING & SINDERS.

For a Rubber Store.

YOUR

DRESSMAKER

Has not, cannot and will not make you a Mackintosh to order.

We do it so well that no one can improve on it. We have them in all sizes, patterns and prices.

In case we have nothing in stock to suit you, we will make one to your order from samples you may select at our store.

PECK'S RUBBER STORE,

"EVERYTHING IN RUBBER."

For a Druggist.

"THROW PHYSIC TO THE DOGS!"

and have none of it, unless you know where and how it is compounded.

There's danger in inexperience—particularly in mixing drugs. Don't take any chances of the errors of "green" clerks. We have a reputation for reliability in preparing prescriptions: if you don't believe us, ask the doctor. He will also recommend us for promptness. You will recommend us yourself after the first trial—the prices, as well as quality, will influence you in doing so.

VIAL & NEPHEW, PHARMACISTS.

*For an Optician—(By Toph O'Collum).***See ?**

If your eyes give you trouble don't wait for them to get better of themselves, but come to us and let us fit you out with proper glasses. Your eye-sight once ruined can never be recovered. Don't trifly with so important a matter. It's no trouble to wear glasses, if they are rightly made, and to many people they are becoming. If you are half-blind let us show you what it means to

See.

O. P. TISHUN & CO.

For Shoes.
IT'S A SIN TO SWEAR

but a man with a tight shoe can't always help it. The trouble is the swearing gives no relief, nor will anything else until the shoe is removed.

Wouldn't it be better to avoid swearing on this account by always purchasing

THE

"PHIT-EESI"
SHOE ?

By their comfortable fit, stylish appearance and durability you shall know them. They are the cheapest shoe made, considering their value. You get \$20 worth of satisfaction for \$5. Try one pair—they'll induce you to trade with us permanently.

THE PEG & RIVET SHOE COMPANY.

For a Toy Store.
IN THE PLAYTIME OF LIFE

from the toddler just out of the cradle to the boy completing his schooling, toys are practically a necessity. They represent in childhood the workman's tools of after life.

All children should have toys, and the more instructive they are the better. We have a complete line of toys for the young ones in all stations of life, from the wee tot in the peasant's hut to the baby of the merchant prince in his palace.

Dolls that talk and "wink the other eye," dolls that walk and flirt upon the sly, for girls of all ages and sizes.

Just imagine anything in the way of toys. Then come to our store, and you will find we have it. Prices reasonable.

THE LITTLE FOLKS TOY BAZAAR.*For a Stationery Store.*

"READING
MAKES A
FULL MAN."

And the choicest "reading materials" may be found in our store. The latest novels by English and American authors, Modern translations of standard works by French, German, Spanish and Italian writers. Any book extant can be procured to order.

There is no more ennobling occupation than reading—none more profitable to the mind.

All the popular periodicals can be found here immediately after publication. Also a large and varied assortment of fancy stationery to suit every season, Writing-pads, Blotters, Pens, Inkstands, etc., etc., etc.

HOLDER & SONS,
Booksellers and Stationers.

For Notions—(By Toph O'Collum).

The Whole
Of Europe
At Your Door !

A lady who has just returned from an extensive tour asserts that she can buy many European novelties cheaper in this country than abroad. In fact, you'd be surprised to see how much cheaper an expert buyer can get goods than the ordinary tourist. He knows the market and is constantly alert for bargains. Our buyer is one of the best in the business, and you can have the benefit of his experience and skill. It is wonderful what pretty home decorations and ornamental novelties can be picked up over our counters just now, and at little cost. Our clerks will point you out some special bargains.

*For a General Store.***NO INTIMIDATION !**

on the part of our competitors will have any effect. We have been threatened on every hand that if we persist in our course some action will be taken, and a plan adopted that

WILL FORCE US

either to raise our prices to the heights of our opponents, or close our doors. We shall do neither. We are in business to stay. Our advertising is truthful, and we have the confidence of the public. We respect it, and there is no power that will force us.

TO RAISE PRICES

on any of our goods. We believe in a fair profit, pay good salaries to employees, and are contented with the surplus.

Yours, for Low Prices,
THE MORGAN COMPANY,
Largest Store in the City.

WORLD'S FAIR ADVERTISING.

By W. W. Brett.

There are a thousand and one schemes of advertising carried on at the Fair, some large, some small, but all more or less of a failure. The majority of exhibitors are there for the sole purpose of advertising and this only; there may be some few firms who took the patriotic stand, and went in on this basis; but they are few and far between. I have spent a month at Chicago and have talked with numbers of exhibitors, as to the value of the Fair as an advertising medium.

The consensus of opinion is this: That money spent is practically thrown away, except in a few instances; this is the general opinion. Why? Because the sight-seer at the Fair is so tremendously impressed with the whole, that detail is entirely obliterated.

Then again many of the exhibitors are located in the galleries, and this position is almost a wilderness. For example, in the gallery of the Agricultural Building are located all of the prominent cereal companies' exhibits. I have stood in the gallery of this building and watched thousands pass below; I have then turned and looked about me, and found myself practically alone. There is "wailing and gnashing of teeth" among the gallery exhibitors. This applies to the other buildings as well. When one takes into consideration the fact that there are acres upon acres of aisles on the main floors bounded by attractions, one can readily appreciate why the stairs are but little used.

I was busy for some time previous to the opening of the gates in the erection and completion of one of the largest exhibits in the Fair, that of Sapolio, located in the Manufacturers' Building. Messrs. Enoch Morgan's Sons were preparing for the Fair for two years previous to the opening. They have spent, all told, in the neighborhood of \$20,000; but a goodly portion of this was spent prior to any work on the grounds themselves. Is the expenditure paying them?

Yes—why?

Because nearly two years ago they went into a novel scheme of advertising which set the country talking; the press of this country and Europe made comments upon their actions. When the *Youth's Companion*—"World's Fair" number—was issued they oc-

cupied a full page; they have a card in every toilet room within the Fair grounds. Now their exhibit is surrounded by a pushing crowd from morning to night. What is to be learned from this? That there is scarcely any form of advertising that pays unless founded upon printers' ink. In all my limited experience in advertising, I know of no more lucid example of the value of newspaper advertising, in connection with other forms of advertising, than the one of which I speak. There are other firms in the same line of business, in the same building, on the same aisle, in fact, who have spent as much, if not more, money on the exhibit itself, but they are not getting the results desired.

In designing and carrying out the work on the Sapolio exhibit, the aim and purpose was to have something different from the rank and file, and we feel as though we had succeeded from the fact that other exhibitors use this exhibit as a means to designate positions. "Near the Sapolio exhibit" has gotten to be a common expression, in fact, it has been used by other firms in advertising to direct people to their displays. What a satisfaction it is to a manufacturer to get a free advertisement through another firm crying his wares, and endeavoring to attain a greater position by using his goods as a pedestal.

Being in the general advertising business, I was brought in direct connection with one of the largest advertising ventures on the Fair grounds, viz.: the water-closet advertising. The Clow Sanitary Company, of Chicago, offered to build, complete, and keep in order all the closets and toilet-rooms on the grounds, free of cost, provided they might have the wall advertising privileges and a right to charge five cents for half the closets; further, that no other advertising privileges be given out. Their offer was accepted. They have completed seventy closets—thirty-five men's, thirty-five women's—but they have not met with much success at selling the spaces. They saw a fortune ahead, but it has not materialized. The advertising managers could not see the "point." The Clow Company is charging at the rate of \$5 per square foot for space; the spaces average 25 square feet, or a cost of \$125 per space; seventy spaces at \$125 each amount to \$8,750. I must say that I

never in my experience heard or knew of a space worth that sum, for a term of six months, unless in a newspaper. Some of the advertisers who saw light through a check of this size are: Dr. Price's Baking Powder Company, Buffalo Bill, Yum-Yum Tobacco Company, Dr. Owens' Electric Belt, and Sapolio. The last-named firm did not take a wall space, but has put its card on the inside of every toilet door on the grounds.

I have a personal acquaintance with the majority of the largest advertisers in food products in New York. Most of them are of the same opinion, and that expressed to me in person. It was this: The World's Fair, from an advertising standpoint, is an absolute failure. Various exhibits are giving different results. It has been my experience that when the exhibit was a departure from the regular line, and was unique, it attracted the people. I find the same holds good in writing advertisements. An ad may be handsomely set up, but if the body of it reads with the same expressions as the one next it, it is practically worthless. If one cannot ring in some new ideas in advertising, it palls.

The awful, tiresome sameness of pillars, carved woodwork, and effects in white and gold, while pretty, become fearfully tiresome to the eyes. It is utterly bad advertising. The man who advertises soap would much better have spent his money in building a soap house, erected from his own products, than to have built a house—if I may use the word—of staff and painted it in white and gold. In the one case he might have saved 50 per cent. in cost and used it in asking his friends, through the papers, to call.

Many of the exhibits are monuments that show how little effect a great deal of money will have, if misapplied, and further, go to illustrate what a poor thing poor advertising is.

NOTES ABOUT CHICAGO.

By D. H. Moore.

Advertising that the Fair's brought about consists mainly in descriptive "write-ups," published by the different dailies, and which lay little more stress upon one thing than another. Most of the thousand and one exhibits are like so many needles in the Exposition hay-stack. Any particular one is to be located only by chance,

much inquiry, or by the tedious study of catalogues. Few of even the leading exhibitors are making the most of their expensive outlays by properly advertising their displays. Among the enterprising few are Tiffany & Co., A. B. Dick & Co.; the Wrought Iron Range Co., of St. Louis; N. K. Fairbank & Co. and Swift & Co.

**

The two firms last mentioned are now pitted against each other in legal combat. The Fairbank people claim that Swift & Co. have usurped their trade-mark and are using it in their advertising. The outcome of the suit is doubtful, as it always is in cases of this kind.

**

One of the best outside-of-papers advertisements I've seen recently was Kirk & Co.'s "American Family" balloon, which was sent up last Sunday. Mr. Currier, who evolves the Kirk ads, was in the basket, and at a considerable height tossed out several valuable pieces of ballast—among them an envelope containing an order for fifty pounds of soap.

**

The National Cigarette and Tobacco Co. are painting and plastering the town with Admiral Cigarette ads. The brand, it is said, has leaped at once into popular favor. It is probably foolish to criticise successful advertisements. Still, for my part, I would prefer to hear something of the merit of the goods, rather than be told that "they're not made by a trust."

**

There is one expert in our city whose work is certainly distinctive—distinctive at the expense of common sense. His latest effusion is an advertisement of himself, which contains a cut, evidently taken from a menagerie poster or a volume of natural history. It consists of two ferocious-looking beasts, with an inscription something like this:

TWO TIRELESS TIGERS.

I am just as active as they—in the service of my clients.

One might reason out the gentleman's resemblance to a tiger (in a business sense), but it's hard to understand what duplicity in his nature makes him like two of them.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—A list of local News Bureaus. Send in your name. Address "C. M. B.," P. O. Box 709, New York.

I WISH to buy first-class daily or weekly in some large city. Address, with fullest details, "R.," Box 3212, New York.

WANTED—A good newspaper man to purchase a small interest in a thriving county paper in Utah. Write for information. "UTAH," care of Printers' Ink.

WANTED—A publisher for a book that ought to sell, and possesses advertising value. For particulars address EDWARD ECK, 394 South 1st St., Brooklyn, N. Y.

TRADE papers served with Pacific Coast newspaper clippings at reasonable rates, by the Press Clipping Bureau, Box 2329, San Francisco. Formerly Clemence News Agency.

LOCAL advertisers are requested to send for proofs of newest brightest and best cuts for newspaper advertising. Prices reasonable. Address CHAS. W. HARPER, Columbus, Ohio.

WANTED—Traveling salesman, covering extensive territory, to handle a very profitable side line; won't interfere with regular line. No samples. Address Box 625, Columbus, Ohio.

CAPABLE, earnest young newspaper man, 27, married, wants steady job. Anything: office, edit, report, job printer, compositor. The man you are after. "ADVERTISER," Eatontown, N. J.

WANTED—A good man to canvass New York City for advertising patronage for Printers' Ink. Will pay him \$40 a week, upon condition that any week when his total orders fall below \$40 he shall get nothing.

EMBOSSEDING attracts trade. Ideas on every one of the 160 pages (6x12) of "A MINT of HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

WANTED—Situation by a young man of 29, of best habits, well qualified and not afraid of work. Experienced advertisement solicitor and collector; also general reporter and associate editor. J. S. WILHELM, French Creek, N. Y.

WANTED—Partner, with \$5,000, to take active interest in established wholesale and retail patent medicine business, doing a fair trade, which could easily be increased. For particulars address Room 2, 186 Adelaide St., West, Toronto, Ontario.

A NO. 1 circulator wants position on good daily paper as circulator or manager. Have thorough knowledge and experience in every department pertaining to the business and circulation departments. The best of references. Address "CIRCULATOR," care Printers' Ink.

A MAN of ideas and wide experience wants position as advertising manager and writer, where his time will bring \$1,300 a year, or all of it \$3,000. The very highest references as to ability and character. Address "B.," care Printers' Ink.

A MAN, well known to Printers' Ink readers, wants position as advertising writer and manager, in New York or Brooklyn. Eight years' experience. Highest reference and proof of ability. Will work for one year at a very reasonable salary. Address "IDEAS," care Printers' Ink.

CORRESPONDENTS WANTED—Everywhere! Bright young newspaper men run across paragraphs and news items daily that are exactly in Printers' Ink's line. They must be of interest to advertisers. All such are welcomed, so add a few lines and your name shall be placed on our mail list so that you may receive the regular circular and learn how to lend effective aid toward making it better. Articles of substantial value will be paid for in cash. Address all communications to PRINTERS' INK, New York.

WE want an Agent, in every city and large town, to whom we may from time to time apply for information as to the relative standing, influence in the community, circulation, and consequent value of advertisers of the various newspapers located in the city or vicinity. Neither the service which the agent will be called upon to render nor the compensation for the same can be very great. The agent must be of good character and have a respectable standing in the community. A reporter, a pressman or a local merchant (particularly one who advertises), a lawyer or a banker would be competent. Correspondence is desired with persons competent to act, and who are willing to give the service required in consideration of a copy of the Directory yearly (by express) and a paid-up subscription to PRINTERS' INK. Applicants will please address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

ADVERTISING AGENCIES.

WILLIAM HICKS, Advertising Agent, 150 Nassau St., New York.

NEWSPAPER Advertising and Purchasing Agency, 19 East 14th St., New York.

If you wish to advertise anywhere at any time, write to the GEO. HOWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

CLICKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

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FOR SALE.

\$3.50 BUYS 1 INCH, 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

HHOKE plate furnace and casting-box for sale. \$25.00; cost \$50.00. STAGELAND, 904 Walton St., Philadelphia.

BABCOCK Dispatch, single or double, speed 2,300, col. quarto; good as new; for fine job or news work; with folder; cheap. THE DAY, New London, Ct.

FOR SALE—At par, a controlling interest in the stock of the W. D. Wilson Printing Ink Company, Limited. Capital, \$75,000. Address "G. P. R.," P. O. Box 709, N. Y. City.

FOR SALE—A job printing office and a Scotch paper. All for less than \$2,000. Can be bought easy. A great chance for a Scotchman. Address MAGNUS FLAWS, 85 Fifth Ave., Chicago.

FOR SALE—Only daily paper (including also weekly edition and job office) in city of 10,000 people. Great bargain for cash buyer. Good reason for selling. Address "W. T.," care Printers' Ink.

WE have for sale 2,000 names and address of country property holders, getting mail since July 1, 1893, in Neb., Tex., Kan., Mo., Ohio and Iowa, which we will sell for \$2.50 or 1,000 for \$1.50. TERRELL & CAROLAN, Seguin, Texas.

FOR SALE—A Scott drum cylinder newspaper press, with Steinmeyer folder attached; size of bed, 36x47, One. Can be bought for one-half its value, on your own terms. Best reasons for selling. Address "FOR SALE," Printers' Ink.

100,000 LETTERS for sale or copy. All *Letters*, 97 per cent from country districts; about 1 per cent, pop. These are excellent for use in circulating women, or for sending sample copies. Price low; will take part in advertising space if desired. Address V. H. RAE & CO., P. O. Box 1729, Boston.

ADVERTISEMENT CONSTRUCTORS.

PLANS of advertising prepared. Ads written singly or in series. Primers and jingles for any business. Terms moderate. JOHN S. GREY, care Printers' Ink.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN S. ROGERS, 769 Monroe St., Brooklyn.

THEATER PROGRAMMES.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 11th St., N. Y.

TO LET.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light. For further particulars address GEO. P. ROWELL & CO.

ADDRESSES AND ADDRESSING.

VETERINARY surgeons—A list of 2,500 just completed; never used. Will make and send copy for \$8. Address SPECIALTY MFG. CO., Carrollton, Mo.

PREMIUMS.

PREMIUM USERS—Write for a good article to KUHN & CO., Malone, Ill.

FOR particulars of an excellent premium, write W. P. BULLARD & CO., Boston, Mass.

WE want to hear of good premiums. AMERICAN HORSEMAN & FARMER, Detroit, Mich.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

YOU want to know of a crackad artist! Artist Lincoln, Metropolitan Building, Madison Square, N. Y., 10 years with leading periodical advertisers.

MISCELLANEOUS.

LEVEY'S INKS are the best. New York.

VAN BIBER'S
Printers' Rollers.

RIPANS TABULES: best general family medicine ever offered to the public.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADVERTISING MEDIA.

SEAATTLE TELEGRAPH.

Our Southern Home, 40p. mo. Immigration journal. Cir'd large, advg. rates low. Hamlet, N.C.

WISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 30 cents a line.

ALBANY, N. Y., TIMES-UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

ADVERTISE with the Church Press Association, incorporated, publishers of twenty church magazines. Samples and rates on application. 10 S. 18th St., Phil'a., Pa.

PRODUCER AND BUILDER, Boston, furnishes its advertisers with daily construction requirement news reports. Largest circulation of any New England builders' journal.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

LAST CHANCE—Contracts now 10 cts. a line. Rates advance Oct. 1st, at noon. That's plain English. Then 25 cts. a line. More than 50,000 circ. That's *The Breeze*. BREEZE PUB.CO., Augusta, Me.

FREE PRESS, Kinston, N. C., reputed to be one of the two or three best weeklies in North Carolina. Issues over 1,000 every week—average larger. Has very few dead beats. Nice print.

S10 will pay for 5 lines of advertising 4 weeks in 100 Illinois newspapers having a general circulation of 1,000 copies per week. CHICAGO NEWSPAPER UNION, 10 Spruce St., N. Y.

LEXINGTON, Ky.—Chief city of the Blue Grass region. THE LEADER is the only paper issued every day in the year; the only paper printed in a way perfecting press, and the only paper whose circulation is guaranteed in Rowell's Directory. Are you in it?

EDUCATIONAL INDEPENDENT circulates 17 among teachers and pupils of Pennsylvania schools. 5,000 per week guaranteed. Only 5 cts. per line per 1,000 makes advertisements cost 25c. per inch each insertion. Clean ads only. Trial orders solicited. EDINBORO (Pa.) PUB. CO.

ARIZONA KICKER—Latest and best thing out; 8 pages; published weekly. Every day Western life graphically depicted. Fortune teller, horoscope, etc. 25c. per line. 50 cents for 3 mos. or \$2 for a year's subscription. Sent to any address. ARIZONA KICKER, Tombstone, Arizona.

No man having goods to sell, who has ever given intelligent thought to the value of advertising them, can help but know that the most thorough medium is to own and issue, at regular intervals, to his trade a paper carrying his imprint and describing his stock. If there is any value in general newspaper advertising, where your advertisement is one of many contending for the same trade, such value must be increased a hundred-fold when your advertisement is the only one and goes exclusively to your possible customers. The new year is upon us. Try a paper of your own for one year. It is not necessary to spend ever a cent but all other advertising this year. Send to PICTORIAL WEEKLIES CO., 133 Nassau St., for estimates.

ASPECIAL OFFER—For a page advertisement in PRINTERS' INK for the 52 issues that make up a year, \$1,300. We will sell for \$1,300 an advertisement from you for PAPERMAN INK for the year 1894, and for such an order, at this time, offer the following concession, viz.: The advertising may begin now and appear in all the remaining issues in 1893 without additional charge, thus extending the year over 60 weeks at the price of 52 weeks. For a half-page advertisement the price is \$2,600, or one-half the price of a page. For a half-page order received now the same concession will be made that is offered for an order for a page. For a quarter-page in PRINTERS' INK the price is \$1,300. We will accept an order for a quarter-page, to be inserted from now till the end of December, 1894, for \$1,300, thus giving 60 weeks at the price of 52 weeks. A two-line display advertisement inserted in PRINTERS' INK for a year costs \$52; but for \$52 we will receive a two-line advertisement to be inserted from now till the end of December, 1894. Any additional space may be had on the same conditions at \$52 a line for the whole period of 60 weeks. Address orders to PRINTERS' INK, 10 Spruce St., New York.

August 16, 1893.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBER'S
Printers' Rollers.

"PEARL" CARBON BLACK.
For fine Inks—unequalled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
 No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year. Three Dollars a hundred; single copies, Five Cents. No back numbers.

JOHN IRVING HOMER, EDITOR.

NEW YORK, AUGUST 30, 1893.

PRINTERS' INK is entitled to recover \$24,833.50 excess postage paid before Mr. Wanamaker's error was corrected by Mr. Bissell.

This amount it is not in the power of the Post-Office Department to refund, if ever so desirous of doing so. Every one admits that it ought to be paid back.

It is a case for the Court of Claims or for a special bill in Congress.

PRINTERS' INK invites suggestions and advice as to the best manner of procedure.

A GENTLEMAN recently complained that he inserted a want advertisement in the New York *World*, *Recorder* and *Herald*, and received but one application in answer thereto. This led him to question the value of these publications for advertising purposes. The gentleman to whom he complained, after learning how the advertisement was worded, said he wondered that he had even one applicant, and stated that if he might be permitted to write a new advertisement, to be inserted once in the same papers, he would guarantee 150 responses. Although incredulous, the advertiser consented. The advertisement was inserted, and the first day thereafter he received 131 applications.

A RESIDENT of Cincinnati was heard to say: "I am tempted to take a Chicago daily in preference to the local morning papers. The Chicago dailies are larger, handsomer and cheaper. With the exception of the newly started *Tribune* all the Cincinnati morning papers cost five cents, while the best Chicago papers can be had for only two cents."

TWENTY-FIVE years ago there were but 296 religious newspapers published in this country, 181 of which were issued weekly.

THE publisher of a Western newspaper, who issues an annual almanac as well, recently had trouble with the Post-Office Department in connection with the mailing of the almanac. He had to go to Washington to have the difficulty adjusted, and got there just about the time the PRINTERS' INK case was settled. He relates that he was very much amused to see Fountain, the clerk who passes on such matters, running around button-holing other clerks, and telling them what an outrage it was that PRINTERS' INK should be re-instated by Mr. Bissell, in face of the precedent which required a postmaster-general to be bound by the action of his predecessor. Fountain is chief of the Stamp Department, and appears to be interested in the sale of stamps. The more third-class matter, the more stamps. It is this man Fountain who decides all questions relating to second-class postage, and he can ruin any publisher who has not sufficient influence to bring his case to the attention of Mr. Fountain's superiors. In the case we refer to the publisher did not gain his point with Fountain. It was in vain that he referred to the New York *Sun* and *World*, each of whom issue almanacs which go through the mails at second-class rates. He was told by Fountain that he did not understand our friend from the West was there to argue the cases of the *World* and *Sun*, and that he would listen only to the case of the particular paper then under consideration. In questions pertaining to second-class postage, in the usage of the Department, no precedent prevails; each case is decided separately. Our Western publisher, * not being able to win his case in what he termed a "straightforward way," then did as others have done before and will again—found other means to accomplish his end—and has now the privilege he sought. Is it not a shame that a publisher cannot learn what his rights are under the postal laws without the trouble and expense of going personally to Washington? Is it not to be regretted that invoking Congressional and other influence should procure for strong and influential men privileges which are denied to the ordinary everyday citizen? Is not this method of managing such matters one that the present administration will be able to improve upon by and by?

* The Chicago *News* and *Record*.

\$24,833.50 NET.

The following table shows the extent of the punishment inflicted upon PRINTERS' INK by ex-Postmaster-General Wanamaker—all because a department clerk misunderstood a publisher's announcement, to which an informer had called attention, and which the clerk and his confederate considered in secret and acted upon without warning.

Gen. Thos. L. James, of New York, who was Postmaster-General under the Garfield administration, in speaking of this case said: "The autocratic manner in which PRINTERS' INK has been dealt with by the Post-Office Department is an unjustifiable outrage." On another occasion Gen. James was heard to remark: "I am amazed that under this government such an outrage is possible."

Date of Payment.	Postage Actually Paid.	Postage Actually Due.	Mr. Wanamaker's Swindle.	18.....	19.....	20.....	21.....	22.....	23.....	24.....	25.....	26.....	27.....	28.....	29.....	30.....	31.....	32.....	33.....	34.....	35.....	36.....	37.....	38.....	39.....	40.....	41.....	42.....	43.....	44.....	45.....	46.....	47.....	48.....	49.....	50.....	51.....	52.....	53.....	54.....	55.....	56.....	57.....	58.....	59.....	60.....	61.....	62.....	63.....	64.....	65.....	66.....	67.....	68.....	69.....	70.....	71.....	72.....	73.....	74.....	75.....	76.....	77.....	78.....	79.....	80.....	81.....	82.....	83.....	84.....	85.....	86.....	87.....	88.....	89.....	90.....	91.....	92.....	93.....	94.....	95.....	96.....	97.....	98.....	99.....	100.....	101.....	102.....	103.....	104.....	105.....	106.....	107.....	108.....	109.....	110.....	111.....	112.....	113.....	114.....	115.....	116.....	117.....	118.....	119.....	120.....	121.....	122.....	123.....	124.....	125.....	126.....	127.....	128.....	129.....	130.....	131.....	132.....	133.....	134.....	135.....	136.....	137.....	138.....	139.....	140.....	141.....	142.....	143.....	144.....	145.....	146.....	147.....	148.....	149.....	150.....	151.....	152.....	153.....	154.....	155.....	156.....	157.....	158.....	159.....	160.....	161.....	162.....	163.....	164.....	165.....	166.....	167.....	168.....	169.....	170.....	171.....	172.....	173.....	174.....	175.....	176.....	177.....	178.....	179.....	180.....	181.....	182.....	183.....	184.....	185.....	186.....	187.....	188.....	189.....	190.....	191.....	192.....	193.....	194.....	195.....	196.....	197.....	198.....	199.....	200.....	201.....	202.....	203.....	204.....	205.....	206.....	207.....	208.....	209.....	210.....	211.....	212.....	213.....	214.....	215.....	216.....	217.....	218.....	219.....	220.....	221.....	222.....	223.....	224.....	225.....	226.....	227.....	228.....	229.....	230.....	231.....	232.....	233.....	234.....	235.....	236.....	237.....	238.....	239.....	240.....	241.....	242.....	243.....	244.....	245.....	246.....	247.....	248.....	249.....	250.....	251.....	252.....	253.....	254.....	255.....	256.....	257.....	258.....	259.....	260.....	261.....	262.....	263.....	264.....	265.....	266.....	267.....	268.....	269.....	270.....	271.....	272.....	273.....	274.....	275.....	276.....	277.....	278.....	279.....	280.....	281.....	282.....	283.....	284.....	285.....	286.....	287.....	288.....	289.....	290.....	291.....	292.....	293.....	294.....	295.....	296.....	297.....	298.....	299.....	300.....	301.....	302.....	303.....	304.....	305.....	306.....	307.....	308.....	309.....	310.....	311.....	312.....	313.....	314.....	315.....	316.....	317.....	318.....	319.....	320.....	321.....	322.....	323.....	324.....	325.....	326.....	327.....	328.....	329.....	330.....	331.....	332.....	333.....	334.....	335.....	336.....	337.....	338.....	339.....	340.....	341.....	342.....	343.....	344.....	345.....	346.....	347.....	348.....	349.....	350.....	351.....	352.....	353.....	354.....	355.....	356.....	357.....	358.....	359.....	360.....	361.....	362.....	363.....	364.....	365.....	366.....	367.....	368.....	369.....	370.....	371.....	372.....	373.....	374.....	375.....	376.....	377.....	378.....	379.....	380.....	381.....	382.....	383.....	384.....	385.....	386.....	387.....	388.....	389.....	390.....	391.....	392.....	393.....	394.....	395.....	396.....	397.....	398.....	399.....	400.....	401.....	402.....	403.....	404.....	405.....	406.....	407.....	408.....	409.....	410.....	411.....	412.....	413.....	414.....	415.....	416.....	417.....	418.....	419.....	420.....	421.....	422.....	423.....	424.....	425.....	426.....	427.....	428.....	429.....	430.....	431.....	432.....	433.....	434.....	435.....	436.....	437.....	438.....	439.....	440.....	441.....	442.....	443.....	444.....	445.....	446.....	447.....	448.....	449.....	450.....	451.....	452.....	453.....	454.....	455.....	456.....	457.....	458.....	459.....	460.....	461.....	462.....	463.....	464.....	465.....	466.....	467.....	468.....	469.....	470.....	471.....	472.....	473.....	474.....	475.....	476.....	477.....	478.....	479.....	480.....	481.....	482.....	483.....	484.....	485.....	486.....	487.....	488.....	489.....	490.....	491.....	492.....	493.....	494.....	495.....	496.....	497.....	498.....	499.....	500.....
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The total postage actually paid was

\$27,478.17.

The correct postage which should have been collected amounts to

\$2,644.67.

Mr. Wanamaker's

ne swindle

amounts to

\$24,833.50.

So long as the law is interpreted by a bureau clerk, and cases are decided on evidence whispered into the clerk's ear in the dark, such outrages are possible, and no newspaper man knows how soon his own turn may come.

ATTTESTS THE VALUE OF ADVERTISING.

From the N. Y. Times, Aug. 11.

CITY OF MEXICO, Aug. 10.—A remarkable case is being tried in the courts here. A short time ago a small weekly newspaper, *El Periquito*, published an advertisement of business house. Another firm in the same line of business has sued the paper for damages, alleging that it has suffered materially through the publication of its rival's advertisement.

Joseph R. Dunlop, the owner, says that the circulation of the *Chicago Dispatch*, in the afternoon field of Chicago, is next to that of the *News*, and that this fact is conceded by every man in the newspaper field of Chicago who has an opportunity of knowing the actual condition of affairs.

NEWSPAPER ADVERTISING AGENCIES.

Few advertising agents, says *Newspaperdom*, take such fair and enlightened views regarding their relations to publishers as does Mr. J. H. Wallace, of the Wallace Advertising Agency, Los Angeles, Cal. At the recent meeting of the Southern California Editorial Association Mr. Wallace read a paper on the subject named, which, it is believed, merits publication in this journal, as follows:

"The best method of dealing with the foreign advertiser has been a problem the solution of which has vexed country publishers since, perhaps, the very birth of the country newspaper. If you have expected in the limits of this paper a final answer to so unsettled a problem, you are doomed to disappointment. It is my hope, however, that enough light may be thrown on the subject to enable us to find a starting point. Let me state at once that I believe that the most advanced method so far developed for dealing with this class of business is through an agency. I shall endeavor to show you the working of such an agency, and to demonstrate to you that when proper arrangements are made, an agency may be the representative of the publishers, with mutual profit.

"Advertising agents and agencies are names which, as commonly used, are applied to a vast horde, few of whom, if properly classed, would be found deserving of recognition by publishers. Perhaps I could not do better than to devote a few words to some of the more prominent groups into which this horde of agents is easily divided.

"Each one of you has, no doubt, at some time, been approached by an advertising solicitor, or so-called 'agent,' whose office is in his hat; whose knowledge of the business is a mere delusion, and certainly a snare to those who trust in him, and whose facilities for conducting an agency consist entirely in his cheek, but who manages to offer many alluring inducements to you, prominent among which are his valuable services in placing business in your paper. Such agents are strictly and exclusively on the make; and, having no experience as to the value of advertising space, they take business at any price offered them, and then send it to the paper in the hope that it will be accepted. They are a perfect nuisance

to the legitimate agency, a bugbear to the publisher, and a mere tool of the advertiser; and the sooner they are wiped out of recognition, the better it will be for the fraternity.

"Having thus summarily disposed of one kind of agents, I approach a class which seems to me to deserve better treatment, although I shall endeavor to speak with equal frankness of the legitimate advertising agents.

"The business of the newspaper advertising agencies is a development of this half of the century. It is a specialty requiring years of experience as a solicitor, a knowledge of the value of advertising space, and aptness in reading human nature. If with these qualities are coupled push and energy, perseverance, care in making contracts, strict attention to business, and tact to maintain the good-will and confidence of publishers, the business should be a success.

"Such an agency must possess all the facilities for the successful handling of advertising, consisting of complete files of all the papers, a corps of checkers to see that all the advertisements receive proper insertion, estimate and order clerks to look after the placing of the business, men to design cuts and write ads, each one of whom must be an expert in his particular line. While doing business on a small percentage, they succeed in making money for themselves, and are also of vast benefit to the publisher in several ways. Having men in the field who are on the alert for business, they secure and control a large amount of business which the individual publisher could not touch. They advertise liberally the papers they represent, thus drawing business from points where otherwise the papers would, many of them, scarcely be heard of; and not the least of their advantages is their ability to avoid making 'N. G.' contracts. By using proper care and judgment, and by a system of co-operation, their losses through worthless contracts are very light, and there is not an agency of this class in the country which will not pay publishers for work done, when done according to contract.

"For these reasons, and for others equally good, which will occur to every publisher, these agents should be fairly treated, and a paper should make its rates as low as it can afford to. Having once established them, there should be no deviation whatever, and com-

missions should be allowed to no one except the regularly established and legitimate advertising agencies. Should a publisher feel that any particular agency is better located or equipped for doing his business, or better disposed toward his paper than other agencies, then it is manifestly to his interest to make his relations with that agency as cordial as possible and mutually as satisfactory.

"The third class of agents is the latest development in this line, and seems to meet the requirements of the publisher more fully than any of the others—the special agents. These are found in the largest cities, each one representing from two to twenty prominent dailies from various localities. These men are evidently not available for your purposes, but as you have probably already remarked, there is nothing to prevent a general agency from acting as special agent for certain papers or groups of papers. This is what is being done by many of the best class of agencies, and this is the development of the 'special agency' idea most suitable to the wants of the publishers of Southern California.

"While doing a general business, an agency can take such papers as it handles too exclusively, make special lists of them, advertise them, and in other ways make a specialty of getting business for them. Having no competition, it can afford to put money and energy into its efforts for business, and the results are likely to be a good business at good rates. When scattering its fire over an enormous list of papers of all sorts, an agency waits for them to be called for. When pushing specialties, it quotes them, and seeks business for them.

"It is a widely-known fact that publishers the country over are placing their papers in the hands of special agents of one kind or another, and the fact that these contracts are being renewed goes to prove that they are a success. The publishers in the northern part of the State have placed their papers in the hands of a special agent, and to my mind there is no reason why the publishers of this association should not, singly or in combination, place the exclusive agency of their papers in a similar way to protect their rates and to abolish losses through worthless contracts. These results most certainly would follow such an arrangement here, as they do elsewhere, where only

one person quotes the rates, and where the business standing of all advertisers is looked up by one person.

"In order to offer these advantages, an agent or agency absolutely must be protected by having exclusive control of the papers in his hands, for there are publishers who allow to advertisers every consideration, reduction or commission which they grant to the most favored agency. Some of them adopt these principles, and in a manly way avow them. Some do not. In either case it is their privilege. There are others who appear to make an effort to do all they can to keep in accord with the leading agencies.

"When a publisher conveys to the agency the impression that he will protect them in their transactions, and then proceeds to allow the agents' commission to the advertiser who deals directly with him, taking business from the advertiser at the rate of three cents an inch an issue, as has actually come to my knowledge, the influence upon the business of the agency is more serious than a plain refusal of any commission whatever would be, and an agency cannot but regard such a publisher as a most dangerous enemy. It is an easy matter to find publishers who are ever ready to say a hard word about the advertising agent; yet, with such transactions fresh in mind, I feel safe in saying that more than half the abuse heaped upon the agent is really deserved by the man who utters it.

"The most universal objection urged against the agent is that he does not pay enough for space. Yet this is very easily met. Whose fault is it? He merely wants the terms which are being given to some one else. Should he be abused because he buys advertising space as cheaply as he can, and endeavors not to pay more for it than some one else? Does not the publisher buy his paper, stock and material upon the same business plan?

"There is no law in the country to make a publisher take less for his advertising space than his judgment tells him it is worth. But if he expects to get what it is worth, several things are necessary. First, he must be able to satisfy the advertiser or agent that, on a basis of circulation, his rates are not too high; then he must be ready to live by them or die by them, if necessary, and to wait for the advertiser to learn that his paper is really as valuable as he claims it to be."

ANOTHER TIMELY ADVERTISE- ASK FOR POSTAL LAW REFORM.
MENT.

By T. S. Blish.

I do not know that Messrs. Roots & Co. of Indianapolis read *PRINTERS' INK* regularly; but whether they do or not, they were quick to act on what a paragraph in Mr. Russell's London letter of this week would have suggested. I refer to Mr. Russell's allusion to the advertisement of Arnott's Milk Arrowroot Biscuits during the recent banking crisis in Melbourne.

Messrs. Roots & Co. displayed the accompanying advertisement in the first evening paper announcing the suspension of two prominent Indianapolis banks. The idea was a good one and very cleverly put, and I have no doubt they had reason to be well pleased with their effort, so far as its advertising qualities were concerned, but the fact that the advertisement was withdrawn the very next day leads one to believe the last line was a little too wide in its scope in agreeing to extend the offer to include the checks of all banks similarly conditioned. The offer was too liberal, since the suspension of a number of other banks followed closely on the two named.

NOTICE TO DEPOSITORS

in the Indianapolis National Bank of Indianapolis and the Citizens' Bank of Connersville:

Your check will be accepted at par in payment for any vehicle or vehicles, to the extent of your deposit, that you may desire to purchase of us. Your check will have the same purchasing power as gold coin.

Over one hundred styles of elegant pleasure vehicles to select from. Our stock consists of Carriages, Phaetons, Buggies, Surreys, Traps, Road Wagons, Spring Wagons, Carts, etc.

The above offer applies to any other bank similarly conditioned.

ROOTS & COMPANY,
133 South Meridian St.

AN EXTENSIVE CIRCULATION.

From the Dushore (Pa.) Review.

"Jack" McCarty is a character down in Hazleton, where he runs the daily *Sentinel*. His advertising methods are original as well as effectual. He was anxious to get business from a firm that advertised in his field, and wrote, soliciting an order for his paper. The reply came, "Where does your paper go?" "Jack" answered, "North and South America, Europe, Asia and Africa, and it is all that I can do to keep it from going to h—." He got the contract.

TRADE JOURNALISTS THINK THAT
THEY ARE DISCRIMINATED
AGAINST.

In the congress of trade journalists yesterday the subject of postal regulations was exhaustively discussed, and the following resolutions were adopted:

"Whereas, It has been made to appear that the interpretations put upon the postal laws affecting newspapers by the officers of the Post-Office Department at Washington operate unevenly, and oftentimes most unfairly, and especially so in the case of trade papers; and,

"Whereas, The present condition of affairs, which leaves the right of a paper to circulate in the mails as second-class matter subject to cancellation, without the publisher having an opportunity to be heard, or any knowledge that proceedings against him are pending, must necessarily operate to the injury of publishers; and,

"Whereas, It is the custom for clerks in deciding cases to take into account the importance of the paper and the influence of the publisher, thus allowing powerful papers to do what the weaker ones are prevented from doing; and,

"Whereas, Such a system has led to the existence of a class of persons living in Washington who, for a money consideration, will attempt to bring to bear such influence upon certain officials as shall cause the reinstatement of an excluded periodical; it is therefore hereby

"Resolved, That the custom which has prevailed in the Post-Office Department of excluding trade papers from second-class mail privileges, by decision of a department clerk, upon charges which may or may not be well founded, considered in the absence of a publisher and without his being informed that such charges are pending, is a grave evil and one that can be easily remedied; and, be it further

"Resolved, That a committee of three be appointed and instructed to investigate the working of the second-class postal laws as at present administered and to report the result of their investigations, together with such recommendations as they would urge upon the attention of the postmaster-general for the relief and better protection of publishers."—*The Chicago Record, August 17.*

♦♦♦
Advertising Novelties.

From Nathan Bros., 140 West 23rd Street, New York: A circular headed "The Silver Question." A silver border surrounds it, and a piece of gold-leaf is attached to one corner, surmounted by an interrogation point.

From Will. S. Power, 204 Wood street, Pittsburgh: A paper fan with the inscription: "Dull? Why don't you stir up a breeze?"

From the Michigan Stove Co., Chicago: A three-foot tape measure with advertising matter on back. From the same house, a standard perpetual calendar with movable hands. Another novelty from the same quarter is a tin cake form, so stamped that the firm's ad will be pressed upon the top of the cake.

SUGGESTION FOR A TEA STORE.

From the Philadelphia Inquirer.

I made the acquaintance the other day of a bright, pretty little lady, who has made a career for herself in the advertising world, and who, for keen, original and business-like ideas on advertising, can give the average business man cards and spades and then win. I had occasion to walk with her several blocks through the business section of the city, and the facility with which she suggested odd and clever ideas in advertising was simply amazing. Every show window, every sign, every passing feature of the panorama of business of a busy city, seemed provocative to her of something new in her chosen profession of some novel way of giving publicity to the wares of merchants and manufacturers.

Here was one little woman who had mastered what so few men seem to learn: the art of seeing and thinking. Just one of the many ideas that struck my quick-witted companion during our stroll will illustrate the quality of all. We were passing the door of a firm which deals exclusively in teas at retail:

"I could give that house an idea," said she, "that would be big money in their till. What? Why, let them rig up some pretty, smart brunette in gypsy costume and put her in charge of a neat little tea stall in their store. Then advertise in the *Philadelphia Inquirer* that women out shopping may drop in, get a refreshing cup of tea with cookies for nickel, and their fortunes told from the tea grounds free of charge. Not a woman in town would pass the opportunity."

"A dozen gypsy girls wouldn't suffice. Of course, the women once there, would buy their tea there. Think what a glorious and catchy ad it would be."

A NAME FOR A STORE.

From Business.

Some merchants find it a good plan to adopt distinctive names for their places of business, aside from their own names. Probably ninety per cent. of the larger towns in the country have "Bee Hive" stores—that is one of the most common. Then there are several "When" stores—mostly clothing—in Ohio and Indiana. The writer recalls a cigar store which was called "The Orinoco," and there is a cafe in a New York town known as "Au Chat Noir"—The Black Cat.

But I am waiting for some one to start a store and call it "The Top," or to adopt that name for a store already started. It may be a clothing store, dry goods store, shoe store, notion store, grocery, drug store, cigar store—in fact, almost any kind of a store, just so it is a store that advertises. Just think for a minute of the immense possibilities such a name affords the advertisement writer! Here are a few good catch lines for him:

"An apparent paradox—'Top' prices are bottom prices."

"Crowds of customers, but there's always room at the 'Top'."

"Good advice—go to the 'Top'."

"Lowest prices at the 'Top.'

And so on in endless variety. There seems to be no limit to the possible uses of the word.

"The Top" would also make a good figure for a sign, and for a sort of trade-mark for the store. In fact, the idea presents so many attractive features to me that I am almost tempted to start a store with that name for my capital.

In 1868 there were only four newspapers in Denver, Col.

BOLD DISPLAY IN SMALL SPACE.

Arrow Bicycles,
T. L. PAINE & CO., State Agents,
MILWAUKEE, Wis., July 28, 1893.

Editor of PRINTERS' INK:

Your very valuable little paper has of late contained some interesting articles by leading advertising experts on the advantages of the pungent style of advertising that pertains to the live topics of the day. Also, we have seen several articles commenting on the value of aiming at boldness in limited space. Acting on these suggestions, we have of late been running a series of advertisements in the leading daily papers here, for which we modestly claim a share of attention in this respect, and which would be, perhaps, of interest to some of your readers.

We started, this season, to put upon the market here a new bicycle called the "Arrow," and at the outset were met with the advertisements of the larger cycle houses here, which occupied large space in the papers, and at a correspondingly large cost.

Your suggestions, as noted previously, prompted the idea to try a smaller space and to aim at boldness. We, therefore, engaged a two-inch space, and adopted the style of advertising of which we inclose a sample.

The effectiveness of the advertisement has certainly been ahead of anything that we expected, and we have received many congratulations on it. Therefore, we make bold to submit it for your opinion.

The black border and the large heading is the same in each case, the small wording at the bottom being changed daily to suit the various topics of the time.

As the city has just now been in the throes of bank failures, our present advertisement comments on that particular topic. From results thus far obtained, we are thoroughly convinced that this two-inch space, inserted in this way, has been of more service than the common run of advertisements of five and ten times the space, and many disinterested parties have casually informed us that they saw our advertisement on the page and overlooked many larger.

This being the main object sought in advertising, naturally we conclude that the style has merit and respectfully submit it.

Yours truly, T. L. PAINE & CO.

PAIN
IS
THE MAN

to run after for one of those celebrated Arrow Bicycles that are now having such a run. Beats them all for easy running. A run on the bank is slow in comparison. Besides, the Arrow never fails. Strongest light wheel in the world. Let us show it to you. T. L. PAINE & CO., 87 Wisconsin St., State Agents.

[WATCH THIS SPACE.]

The publisher of *Svenska Veckobladet*, of McKeesport, Pa., sends an affidavit that he is now printing 2,500 copies weekly.

Getting Even.—"See Gary's back from Chicago. How long was he out there?"

"Just one day; money gave out, and he came back dead-broke."

"What's he doing now?"

"Oh, he's writing a book called, 'A Week at the Fair,'—*Fuck*,

Miscellanies.



WELL-MERITED MISFORTUNE.

Sandwich Man: Those BaaZoo brothers wouldn't notice an old acquaintance the other day, just because they were doing a little better than I, but now they must be hard up if they've got to sell their dress shirt—the only one they had between 'em, I'll bet.—*Judge.*

Gone to the Land of Spirits.—Colonel B., a well-known gentleman, had been sick in Washington for some days, and the local reporters had made daily inquiries concerning him after the first announcement. One day a reporter for an evening paper called at the hotel to inquire.

"How's Colonel B.?" he asked of the clerk. "The colonel has gone to the spirit-land," was the reply.

The reporter made a note of it. The next morning's paper had an account of his death at noon the day before.

"How's this?" said the city editor to the reporter. "You didn't get anything about Colonel B. in yesterday evening's paper."

"Yes, I did," replied the innocent reporter, as he hunted up the item. "Here it is."

The city editor looked it over and swore. The item read as follows:

"Colonel B., who has been quite sick for several days at the Blank Hotel, has recovered sufficiently to go to Kentucky."—*Detroit Free Press.*

And Nowhere Else.—"I know a woman who spends her mornings thinking up recipes that produce the most ravishing dishes from the simplest ingredients, which would otherwise be thrown away; her afternoons making easy chairs and picturesquely nooks out of creton, cracker boxes and flour barrels; and her evenings making inexpensive but entrancing costumes after hints in the papers. She is never worried or flurried, and her face always wears a smile."

"Ah! Where does this ideal being live?" "In the various woman's magazines."—*Puck.*

Out West.—**Citizen:** They ought to hang Crackshot for killing Barker.

Western Editor:—Hanging is too good for him. Why, Barker was one of my subscribers.—*Truth.*

Bacon: How do you find business? **Egbers:**—Advertise for it.—*Yonkers Statesman.*

Truly Heathen.—**Mother:** See here! You told me you belonged to a Boys' Literary Society?

Small Son:—Yes'm.

"And you said you spent the time reading about the heathen?"

"Yes'm."

"Huh! I have been informed that it is simply a club, and the only books you have are dime novels?"

"Yes'm; but they is all about Indians wot has never been converted."—*Street & Smith's Good News.*

First Quack: Here is a letter it would hardly do for us to publish. A man writes: "I have just taken my first bottle of your medicine, and I—"

Second Quack:—Well?

First Quack:—There it breaks off short, and is signed in another handwriting, "per executor."—*Brooklyn Life.*

Couldn't Joss Him.—Charles Rivers (ironically): For all the boasted self-sufficiency of you Chicagoans, I notice you are glad to make big points by advertising "Real Boston Baked Beans," "Millinery, latest New York Ideas," "Genuine Philadelphia Butter," and—

Van Buren Lake:—Oh, yes; we like to tickle the provincial pride of out-of-towners who visit us.—*Puck.*

A MODERN MAGAZINE POEM.

The sun was sinking in the west,
As suns sometimes will do,
The azure cloudlets in the sky
Were tinted with light blue.
The waves upon the sea beneath
Were wet as wet could be,
And underneath them was concealed
The bottom of the sea.

In solitude upon the beach,
Where the last sun rays shone,
A man with no companions stood;
Besides, he was alone!
The surges surged around him fast
As on the shore they beat,
His mind was very full of thoughts,
His shoes were full of feet!

And as he spoke, his voice was heard,
"Great Scott! oh, where am I?"
But from that silent wilderness
There came not one reply.
For fourteen days bereft of food
That lonely man had been,
And, strange to say, at last he felt
The pangs of hunger keen.

But here, upon a desert isle,
Far from man's haunts he stood,
And did not have a single cent!
With which to buy some food!
And as the night came on apace,
The clouds of sable hue
Fell like a mantel o'er the earth,
And lo, it darker grew!

The outcast stood upon the beach
And drew a deep-drawn breath,
"This solitude," at last he cried,
"Is quieter than death!"
"Tis strange to such a tomb-like place
That I should chance to roam,
Ah me! the spot reminds me of
My Philadelphia home."

—John S. Grey, in *Raymond's Monthly*.

IS THERE ANY GOOD REASON?

"COURIER-INFORMANT."
BARTOW, Fla., Aug. 16, 1893.

Editor of Printers' Ink:

DEAR SIR—Is there any good reason why the government should print and sell envelopes in competition with printers, and not print and sell calico in competition with the factory man.

I would like to hear from you and others on this point.

Yours truly,
GER. A. K. STEVENS,
Editor *Courier-Informant.*

SOME LEADING NEWSPAPERS.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

COLORADO.

LEADVILLE HERALD-DEMOCRAT—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

ILLINOIS.

In Henry County, Illinois (population 33,338), the largest weekly circulation is accorded to the **REPUBLIC**, published at Geneseo.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

HOUSEHOLD: Boston, is one of the (only thirteen) monthly publications in Boston the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **82,500 COPIES**, which is the largest guaranteed circulation in Massachusetts, with one exception.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

REPUBLIC—St. Louis. Its daily edition is one of the (only five) daily papers, and its Sunday and weekly editions are two of the (only forty-seven) weekly papers in Missouri, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 62,741 copies daily, 10,000 copies Sunday, and 10,000 copies weekly, which is the largest guaranteed circulation in the state. No other daily or weekly of a daily in St. Louis furnished the Directory with a statement in detail of actual circulation every issue one year.

NEW JERSEY.

True American,
TRENTON, N. J.,

Is among the only three daily papers in New Jersey to which the American Newspaper Directory accords a circulation of more than 6,100 copies each issue.

NEW YORK.

THE DOLCEVILLE HERALD is among the (only seventy-nine) weekly papers in New York State to which the American Newspaper Directory accords a circulation of more than 8,000 copies each issue.

OHIO.

The American Builder, Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PRINTERS' INK.

THE SUN AND VOICE
CLEVELAND, OHIO.

is the only exclusive Sunday paper in Cleveland, Ohio (16 pages), the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **21,000** copies.

ONTARIO.

SUNDAY SCHOOL BANNER

The Sunday School Teachers' Journal of Canada, Toronto—Is one of the (only six) monthly publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of **16,975** copies.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: **40,964**

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotypes Eng. Co., 7 New Chambers St., N. Y.

JOB PRINTING First-class, and no other Printers' Ink Press, N. Y.

BE INDEPENDENT. Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES** CO., 122 Nassau St., New York City.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

DIRECTORY PUBLISHERS, please send name and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PUBLIC OPINION Always phys. Advertisers. Washington. New York.

PATENTS HOPKINS & ATKINS, Washington, D. C. 26 years' experience. Write for information.

NEW YORK LEDGER

RAPID ADDRESS INC. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 316 Broadway, New York City.

WATCHES Are the Best PREMIUMS.

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.

21.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, &c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette," BELLMAN BROS., Toledo, O.

BOOM YOUR TOWN!
We have told many—and will tell you how. Write! Chi. Photo. Engraving Co. 185 Madison St., Chicago.

GET A COPY OF OUR **80,000**
Proven. Only 15 cts. per line. **"ONCE A MONTH,"**
Detroit, Mich.
THE EVENING JOURNAL,
JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - 15,500.
Advertisers find IT PAYS!

The Sacred Heart Review

Or BOSTON. THE GREAT RELIGIOUS WEEKLY OF NEW ENGLAND.

= = A PILLAR OF STRENGTH! = =

BUILT BY THE
Campbell Printing Press
and Mfg. Co.,
NEW YORK and CHICAGO.

- THE -
WORKMANSHIP,
SOLIDITY,
COMPACTNESS,
ACCESSIBILITY
AND
SIMPLICITY
OF THE

PRINTS, PERFECTS,
PASTES and FOLDS
8,000 to 10,000
4 OR 8-PAGE PAPERS
PER HOUR.

★ "NEW MODEL" ★

WE ARE ALWAYS

READY —

to blow our own horn, and would advise others to do the same. When you are ready to do the blowing you will find us ready

TO DO THE

—
PRINTING

IN FIRST-CLASS STYLE, AT FAIR PRICES.

PRINTERS' INK PRESS, 10 Spruce St., N.Y. WM. JOHNSTON, Manager.

The Logic of Figures.

From the New York Recorder.

Monday, August 14th, 1892.

THE RECORDER
is the only newspaper in the metropolis
whose business shows a gain over that
of the preceding year.

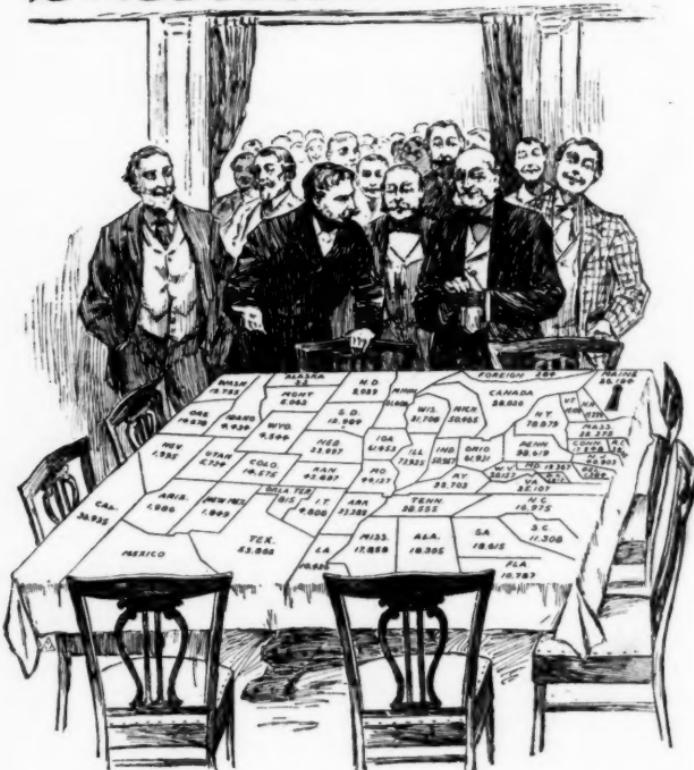
One year ago yesterday the *World*
printed $98\frac{3}{4}$ columns of advertisements ; yesterday
it contained $90\frac{1}{4}$ columns—showing a loss of $8\frac{1}{2}$
columns. The *Herald* of a year ago yesterday
printed $75\frac{3}{4}$ columns ; yesterday it published $67\frac{1}{4}$
columns—showing a loss of $8\frac{1}{2}$ columns. The *RECORDER* of yesterday occupied second place, as usual,
with $69\frac{3}{4}$ columns of advertisements—**A GAIN** of
 $12\frac{1}{2}$ columns over the corresponding Sunday of last
year ; and, we repeat, the *RECORDER* was the only
New York newspaper that showed a gain over its busi-
ness of 1892. All the others fell behind from 8 to 20
columns.

The newspaper next to the *Herald*, the fourth one
in the race, printed 31 columns of advertisements yes-
terday—less than half of the *RECORDER*'s showing.
One of the New York Sunday newspapers, and an
older paper than the *RECORDER* at that, went to press
with $9\frac{1}{4}$ columns of business announcements—just
 $60\frac{1}{2}$ columns less than were published in the favor-
ite Home Newspaper.

In fact, the other exhibits of advertising in New
York newspapers yesterday are only interesting as
illustrations of the difference between leading the
van and bringing up the rear. No one of them
published half the amount of advertising contained in
the Sunday *RECORDER*. No two of them combined
published as much. The *Tribune* and the *Times*,
venerable heads of the old newspaper hierarchy of
the metropolis, carried only 44 columns of advertise-
ments yesterday between them—23 columns short of
the young *RECORDER*'s single array.

Such is the logic of figures ; and the moral thereof
is so plain that the most ordinary mind cannot fail to
make the correct interpretation.

Rx
 For "General Depression."



DIRECTIONS: Use once a month

O. J. Ference '96

AUGUSTA, MAINE, AUGUST 10, 1896.

STATE OF MAINE, Kennebec, ss.

I, William H. Gannett, of Augusta, Maine, hereby certify that I am the owner of "Comfort," and that the regular circulation of Comfort is over one million two hundred and twenty-one thousand copies every issue. (Signed) WILLIAM H. GANNETT.



STATE OF MAINE, Kennebec, ss. Personally appeared the above-named William H. Gannett and made oath that the above statement by him subscribed is true. Before me, A. G. ANDREWS, Judge of the Municipal Court, Augusta, Maine.

PROFITABLE PARAGRAPHS FOR PANICKY PERIODS.

MUSICAL INSTRUMENTS. GENTLEMEN—In our advertising summary for 1892, showing results from some thirty-six hundred papers, COMFORT stands very high indeed, the cost per application being surprisingly low. LYON & HEALY—Chicago, Ill., Aug. 8, 1893.

WALL PAPER. GENTLEMEN—We have completed our summary list for the past spring, and find COMFORT among the very best paying journals. KAYSER & ALLMAN, Paper Hangings, Window Shades, etc.—Philadelphia, Pa., Aug. 7, 1893.

MACHINERY. W. H. GANNETT, DEAR SIR—I have obtained excellent, indeed *astonishing*, results from my patronage of COMFORT. I often remark that "were there a hundred COMFORTS I would use them all." The renewals of my contract are the best praise I can give your valuable medium. C. N. NEWCOMB, Mfr. Carpet Looms and Weavers' Supplies.—Davenport, Iowa, Aug. 14, 1893.

PUMPS AND COOKERS. MR. W. H. GANNETT, DEAR SIR—You struck it just right when you named your paper COMFORT. We certainly derive comfort from the large returns we receive from our advertisement in it. We do not think there is any other paper of its class (at least we cannot find them) that will bring in the same returns for money expended that COMFORT will. We now have a yearly contract with you and will probably make it five years; for, while we began with you when your rates were fifteen cents a line, our advertising never paid us better than now, when it costs five dollars a line. If we were given our choice to use a select list of twenty good papers with an aggregate circulation of 2,500,000 or COMFORT with its 1,220,000, price per line the same, we should毫不犹豫地 take COMFORT. A. SPEIRS, Mfr. Speirs' Portable Force Pumps, Steam Cookers, Surprise Clothes Sprinkler, etc.—North Windham, Me., July 24, 1893.

STATIONERY. GENTLEMEN—We find that we receive more returns from the advertisement we have in your paper than from any twelve weeklies or monthlies published in the United States. CENTENNIAL MFG. CO., Copying Books, Inks, etc.—Chicago, Ill., April 12, 1893.

TOILET GOODS. GENTLEMEN—The order I gave you for your May issue brought me results far beyond my expectations. I questioned COMFORT's value as an advertising medium, but I am now convinced that it not only pays, but is one of the best mediums I have ever used. Please insert same advertisement until forbidden. MME. A. RUPPERT, Complexion Specialties.—New York, June 14, 1893.

PIANOS AND ORGANS. W. H. GANNETT, PUBLISHER, DEAR SIR—It gives us pleasure to state that the returns from our advertisement in COMFORT have been excellent. You may know this from the fact that we have placed with you a continuous advertisement. BEETHOVEN ORGAN CO.—Washington, N. J., Aug. 11, 1893.

HORSE GOODS. MR. W. H. GANNETT, DEAR SIR—We are pleased to acknowledge that our experience with COMFORT has been most satisfactory. It stands second on our list of over forty different publications. IMPERIAL BIT & SNAP CO.—Racine, Wis., Aug. 7, 1893.

WASHERS, WRINCERS, ETC. MR. W. H. GANNETT, DEAR SIR—We have run our advertisement in every issue of COMFORT for over two years, which I think is sufficient proof that we get paying returns. There are about half a dozen papers on our list of fifty well-tried mediums that we call "cream," and COMFORT is one of them. Right now, in the midst of "dog-days" and financial disaster, we are getting good paying returns from COMFORT. It is good all the year round. L. V. NEWTON, Mgr. Lake Erie Mfg. Co.—Erie, Pa., Aug. 8, 1893.

PATENTS. MR. W. H. GANNETT, DEAR SIR—I am so well pleased with returns from COMFORT that I desire to keep a standing advertisement. S. C. FITZGERALD, Patent Attorney.—Washington, D. C., July 25, 1893.

COLLEGES. DEAR SIR—During the past few years we have advertised our system of practical "Home Study" in many of the leading publications. We have found COMFORT one of the most profitable we have used, and only wish there were more mediums equally good. BRYANT & STRATTON, Correspondence College.—Bigflax, N. Y., Aug. 15, 1893.

WATCHES. PUBLISHERS "COMFORT," GENTLEMEN—COMFORT is all right. When COMFORT doesn't day look out for other papers. C. A. KEENE, Mammoth Watch House.—Boston, Mass., Aug. 3, 1893.

KNITTING MACHINES. W. H. GANNETT, ESQ., DEAR SIR—I regard COMFORT as one of the best advertising mediums. As proof of this I have again ordered my agency to place my advertisement with you for another six months. J. E. GEARHART, Mfr. People's Knitting Machine.—Clearfield, Pa., Aug. 8, 1893.

LAW AND LOGIC. PUBLISHERS "COMFORT," GENTLEMEN—We have now been advertising in your publication for the past nine months, and upon looking over our records we find that we have been receiving a surprisingly large number of inquiries, and out of these inquiries we have succeeded in getting a good number of students to study law with us. It will interest you to know that our returns from COMFORT have been in every way satisfactory. THE SPRAGUE CORRESPONDENCE SCHOOL OF LAW, J. C. COTNER, JR. See y.—Detroit, Mich., July 25, 1893.

HOUSEHOLD GOODS. PUBLISHERS "COMFORT," GENTLEMEN—You will please renew our contract for eight lines, beginning with July, 1893, issue. The continuing with our advertisement in COMFORT year after year is evidence enough that COMFORT pays us. RICHARDSON MFG. CO., Mfrs. House Furnishing Specialties.—Bath, N. Y., April 20, 1893.

BUCCIES AND HARNESS. MR. W. H. GANNETT, DEAR SIR—We have used COMFORT with success, and expect to use it again when we place our next line of business. THE WILBER H. MURRAY MFG. CO.—Cincinnati, Ohio, Aug. 5, 1893.

TRUSSES. PUBLISHERS "COMFORT," GENTLEMEN—The advertising done with you has been as satisfactory in its results as any we have done during the past year. C. H. EGGLESTON TRUSS CO.—Chicago, Ill., Aug. 7, 1893.

CLOTHES LINES. MR. W. H. GANNETT, DEAR SIR—You are aware that we have recently renewed our contract with your paper. Allow us the pleasure of saying in this connection that with our experience of several years' advertising in COMFORT we have been entirely satisfied, and think we have had as good returns for our money as from any other medium we have used. THE PINLESS CLOTHES-LINE CO.—Worcester, Mass., Aug. 7, 1893.

STAMPS AND COINS. MR. W. H. GANNETT, DEAR SIR—Having advertised in COMFORT for some years, we can justly state that it has given us the best results of any paper we advertise in. SCOTT'S STAMP & COIN CO., L'P'D.—New York, Aug. 4, 1893.

SEEDSMEN. W. H. GANNETT, ESQ., DEAR SIR—COMFORT "got right there" last season, as usual. Any one looking over our mail must agree with your claim. "If you put it in COMFORT, it pays." J. J. BELL, Seedsman.—Flowers, N. Y., Aug. 9, 1893.

To Business Men :



The Time is Ripe

There has been no time in recent years when a general advertiser could obtain so many important advantages as are just now within his reach.

There is a decided movement among experienced advertisers to avail themselves of this opportunity.

We are now securing choice positions and unusual concessions for some shrewd customers, and can do more of the same good work.

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THE GEO. P. ROWELL ADVERTISING CO.,

Newspaper and Magazine Advertising,

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